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# ORDER

Print Date 08/06/12 Page 1 of 2

Flight Dates 10/02/12-10/08/12

<u>Contract / Revision</u>	302983 /	<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>		<b>Candidate. Sherrod Brown 10.2-10</b>	<u>Estimate #</u>	<b>Week # 5. 10.2-10.8.12</b>
	06/27/12 07/17/12	<u>Agency Com</u> 15% <u>Billing Contact</u>	<u>Alt Order #</u>	
<u>Advertiser</u>	<b>Friends of Brown / Democra</b>	<u>1831 Chestnut Street</u> <u>Philadelphia, PA 19103</u>	<u>Billing Type</u>	Cash
<u>Agency</u>	<b>Shorr Johnson Magnus</b>		<u>Order Type</u>	GENERAL
<u>Buying Contact</u>		<u>Sales Office</u> EWSDC	<u>Billing Cycle</u>	EOM/EOC
<b>1831 Chestnut Street</b> <b>Philadelphia, PA 19103</b>		<u>Sales Region</u> NAT	<u>Billing Calendar</u>	BROADCAST
		<u>Agency Ref</u>	<u>Demographic</u>	A35+
			<u>Rev Codes</u>	POL POL CAND
			<u>Product Codes</u>	PL
			<u>Priority</u>	P-1
			<u>Advertiser Ref</u>	

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %		
Market Value		
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

**Order Totals**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	32	\$20,995.00	\$24,700.00	0.00	10/01/12	10/08/12	32	\$20,995.00	\$24,700.00
<b>Totals</b>	<b>32</b>	<b>\$20,995.00</b>	<b>\$24,700.00</b>	<b>0.00</b>					

**Billing Plan**

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
															Spots	Amount
N 1	WCPO	10/02/12	10/08/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a		MTWTF--	:30	1	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>										
		Week: 10/01/12	10/07/12	-TWTF--		4	\$400.00									
		Week: 10/08/12	10/14/12	M-----		1	\$400.00									
N 2	WCPO	10/02/12	10/08/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a		MTWTF--	:30	4	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>										
		Week: 10/01/12	10/07/12	-TWTF--		4	\$400.00									
		Week: 10/08/12	10/14/12	M-----		1	\$400.00									
N 3	WCPO	10/06/12	10/06/12	SA 730-8p	CM	730-758p		-----S-	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00

wcpo.com  
kypost.comContract / Revision 302983 Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 06/27/12/ 07/17/12

Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product Candidate. Sherrod Brown Estimate # **Week # 5. 10.2-10.8.12**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				SA730-8P												
		Start Date	End Date	Weekdays		Spots/Week	Rate									
		Week: 10/01/12	10/07/12	-----S-		2	\$400.00									
N 4	WCPO	10/06/12	10/06/12	SA 7-730p SA7-730P	CM	658-730p		-----S-	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		Start Date	End Date	Weekdays		Spots/Week	Rate									
		Week: 10/01/12	10/07/12	-----S-		2	\$500.00									
N 5	WCPO	10/02/12	10/08/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p		MTWTF--	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
		Start Date	End Date	Weekdays		Spots/Week	Rate									
		Week: 10/01/12	10/07/12	-TWTF--		4	\$500.00									
		Week: 10/08/12	10/14/12	M-----		1	\$500.00									
N 6	WCPO	10/08/12	10/08/12	M8-10p Dancing M8-10p Dancing	CM	8-10p		M-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		Start Date	End Date	Weekdays		Spots/Week	Rate									
		Week: 10/08/12	10/14/12	M-----		1	\$4,500.00									
N 7	WCPO	10/07/12	10/07/12	Sunday Prime C Sunday Prime C	CM	9-10p		-----S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		Start Date	End Date	Weekdays		Spots/Week	Rate									
		Week: 10/01/12	10/07/12	-----S		1	\$4,000.00									
Spot	Ch	Date Range	Description		Start/End Time			Weekdays	Length		Rate	Rtg	Type			
1	WCPO	10/01/12-10/07/12	Sunday Prime C		9-10p			-----Su	:30	(\$4,000.00)	0.00	NM				
		See MG 7.2 [N/A PGM CHG EXTREME WEIGHT]														
2	WCPO	10/02/12-10/02/12	Tuesday Prime C		10-11p			-T-----	:30	\$4,000.00	0.00	NM				
		MG for 7.1 10/07														
N 8	WCPO	10/02/12	10/08/12	M-F 1135p-1202a Night M-F 1135p-1202a Night	CM	1135p-1202a		MTWTF--	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
		Start Date	End Date	Weekdays		Spots/Week	Rate									
		Week: 10/01/12	10/07/12	-TWTF--		4	\$500.00									
		Week: 10/08/12	10/14/12	M-----		1	\$500.00									
N 9	WCPO	10/02/12	10/08/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p		MTWTF-S	:30	4	\$900.00	P-3	0.00	NM	6	\$5,400.00
		Start Date	End Date	Weekdays		Spots/Week	Rate									
		Week: 10/01/12	10/07/12	-TWTF-S		5	\$900.00									
		Week: 10/08/12	10/14/12	M-----		1	\$900.00									
		Totals													32	\$24,700.00